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CONSUMER PSYCHOLOGY AND THE INFLUENCE OF ADVERTISING

Psychology is the scientific study of the mind specifically, human thought processes and how they impact behavior. From improving sports performance to determining why criminals commit crimes, psychology has been able to give insight into why people make the decisions they do, and how outside influences affect those decisions.

Consumer psychology is the study of psychology that focuses on how people behave when they shop for and use products.

Understanding consumer motives and drivers can help businesses craft better products and advertising campaigns, or develop branding strategies that connect with consumers on a more personal level. The discipline of consumer psychology draws heavily from the fields of marketing, advertising, economics, anthropology, social psychology, and cognitive psychology. One of the first noted consumer psychologists was John B. Watson. His technique of recognizing the emotional appeal of advertising remains a cornerstone of consumer psychology today.

There are multiple psychological factors that influence the buying behaviors of consumers. An individual consumer's purchasing decisions are often influenced by his perceptions of his needs, wants and status in life. Some consumer behaviors are caused by subconscious behaviors, while others are influenced by conscious decisions made by the consumer in order to achieve certain goals or fit a specific segment of lifestyle choices.

Modern advertising has a strong base and a good command of research methods. It has always found ways to attract and gain potential customers. The role of advertising is to inform the potential customers as well as encourage the purchase.

Subject psychology of marketing and advertising has particular relevance in a modern market economy. To compete, the interests of consumers, their needs and changing approaches to work with consumers to make socially important this area of knowledge should be taken into account.